

WEEK OF  
February 16, 1959

# fashion calendar

january

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

february

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

march

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

april

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

may

S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 <sup>31</sup>	25	26	27	28	29	30

june

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

january - 1960

S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 <sup>31</sup>	25	26	27	28	29	30

february - 1960

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

march - 1960

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

december

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

RUTH FINLEY, EDITOR  
FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET  
NEW YORK 21, NEW YORK  
TRAFALGAR 9-2343

# 1959

19th YEAR • A WEEKLY PUBLICATION

july

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

august

S	M	T	W	T	F	S
2	3	4	5	6	7	1/8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

september

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

october

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

november

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					



# FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, FEBRUARY 13, 1959</u>			
Thursday Feb. 12 10:00 A.M.	PREVIEW OF NEW SPORTSWEAR COLLECTION Loomtogs will introduce the Summer collection of Anne Fogarty "Sports Editions" to press and buyers. By invitation. Continuous thereafter. Contact: Joan Rosenthal, LA. 4-4671.	ANNE FOGARTY "SPORTS EDITIONS"	1410 BROADWAY LOOMTOGS - 15TH FLOOR
Thursday Feb. 12 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Showing of Branell's Spring fashions available at Best & Co. Press by invitation. Public by reservation: PL. 9-3000, Ext. 176. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BRANELL (530 SEVENTH AVENUE)	HOTEL PLAZA TERRACE ROOM
Thursday Feb. 12 3:30 P.M.	PREVIEW OF SUMMER PETITE FASHIONS Summer fashions designed by Loet van der Veen. By invitation. ( <u>Note Change Of Date.</u> ) Trade showings thereafter beginning Feb. 16 at 4:00 P.M. Publicity: Betty Yarmon, LO. 4-6874.	MORT SCHRADER (JEUNES PETITES)	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Thursday Feb. 12 4:00 P.M. Cocktails	PREVIEW OF FALL AND WINTER COLLECTION Press preview of Korrigan Lesur's Fall-Winter collection of leathers and knitwear. By invitation. Thereafter at showroom, by appointment. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.	KORRIGAN LESUR CORP. (70 WEST 40TH STREET)	SHERATON-EAST HOTEL TRIANON ROOM
Thursday Feb. 12 4:30 P.M. Cocktails	PREMIERE SHOWING OF SUMMER DRESSES "Alan Phillips Time"--first preview of Summer dress collection designed by Alan Phillips, for press and buyers. By invitation. Continuous daily thereafter at showroom. Publicity: Ken R. Williams Assoc., WI. 7-4471.	ALAN PHILLIPS INC. (225 WEST 36TH STREET)	500 CLUB 500 SEVENTH AVENUE
Feb. 12	LINCOLN'S BIRTHDAY (Thursday)		
Friday Feb. 13 12:00 Noon Luncheon	PRESS PREVIEW OF SUMMER COLLECTION Martini's Summer collection designed by Sylvan Rich. By invitation. ( <u>Note Change of Date.</u> ) Trade showings Feb. 17, 18 and 19 at 10:30 A.M. By appointment. Contact: Eli Lehrman, LO. 4-0616.	MARTINI DESIGNED	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Friday Feb. 13 4:00 P.M.	PRESS PREVIEW OF SPRING FASHIONS "A Fashion Adventure In Color For Spring '59"--showing of Spring fashions. By invitation. Publicity: Eileen Goldberg, TR. 5-0195.	ABRAHAM & STRAUS (BROOKLYN)	FULTON STREET & HOYT 4TH FLOOR RESTAURANT
Feb. 14	VALENTINE'S DAY (Saturday)		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING SUNDAY, FEBRUARY 15, 1959</u>			
Sunday Feb. 15 1:00 P.M. Brunch	CUSTOM-MADE COLLECTION DURING BRUNCH "Pink Champagne and Roses"--custom-made Spring fashions by Martier-Raymond. Reservations--\$3.75; contact: Mr. Gilbert, CI. 6-7700. Fashion Show Director: Peggy Cantor Associates, 117 East 37th Street, MU. 9-8542.	MARTIER-RAYMOND (36 CENTRAL PK., SO.)	HAMPSHIRE HOUSE FOUNTAIN ROOM
Sunday Feb. 15- Feb. 18	SHOE FABRIC FASHIONS FOR FALL Members of the National Shoe Fabric Association will have individual showings of shoe fabrics for Fall. Contact: Rea Lubar, MU. 5-4997.	NATIONAL SHOE FABRIC ASSOCIATION	HOTEL LEXINGTON LEX. AVE. & 48TH STREET
Monday Feb. 16 12:00 Noon Luncheon	SHOWING OF SUMMER FASHIONS Lee Claire's Summer collection daily at 12:00 Noon. Luncheon will be served. Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE, INC.	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
Monday Feb. 16 2:00 P.M.	PREVIEW OF SUMMER READY-TO-WEAR FASHIONS Preview of Summer afternoon, cocktail and late day collection. By invitation. Informal showings thereafter. By appointment. Publicity: Trudy Taylor, MU. 4-3323.	TARQUIN, INC.	216 EAST 39TH STREET SHOWROOM - 2ND FLOOR
Monday Feb. 16 5:00 P.M.	PRESS PREVIEW OF SUMMER FASHIONS By invitation. Thereafter, Feb. 17 and 19 at 12:00 Noon. By appointment. Contact: BR. 9-6890. Publicity: Eleanor Lambert, MU. 8-2130.	NETTIE ROSENSTEIN, INC.	550 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Monday Feb. 16	SHOWING OF SEPARATES AND SPORTSWEAR "New Frappe Group"--by Armein; "Mexican Boutique"--designed and made in Mexico by Elizabeth Anderson; "Cotton Tail Calicos"--by Ellen Lockwood. Contact: WI. 7-6122.	ARMEIN; ANDERSON OF MEXICO; ELLEN LOCKWOOD	ELLEN LOCKWOOD 1410 B'WAY - 19TH FLOOR
Tuesday Feb. 17 10:30 A.M.	OPENING OF SUMMER COLLECTION Showing of Jane Derby's collection, Feb. 17, 18, 19, 24, 26 at 10:30 A.M. By appointment. Contact: Estelle Marr, IA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday Feb. 17 12:00 Noon Luncheon	INTERNATIONAL FASHIONS AND FOOD AT LUNCHEON "Yesterday is Tomorrow in the Universal Languages of Fashion and Food"--showing of ancient to modern fashions of the United Nations during luncheon of international foods. Speakers: Tom and Sara Lee. Tickets: \$7.50. Contact: Ruth V. Harms at AWNY, TE. 8-0030. Fashion Chairman: Ruth Lupton Mills, PL. 5-7600.	THE ADVERTISING WOMEN OF NEW YORK	HOTEL ASTOR BALLROOM
Tuesday Feb. 17 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Showing of Herbert Sondheim's Spring collection available at Bonwit Teller. Press by invitation. Public by reservation. Contact: "Banquet Dept.", PL. 5-1000. Sondheim contact: IA. 4-7540. Sheraton-East Fashion Director: Mary Alice Rice, CI. 6-1790.	HERBERT SONDHEIM, INC. (530 SEVENTH AVENUE)	SHERATON-EAST HOTEL BALLROOM



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Feb. 17 12:30 P.M. Luncheon	SHOWING OF ORIGINAL DESIGNS AT LUNCHEON Baccigalupo's Spring collection in original designs. Press by invitation. Public by reservation: "Andre" TE. 8-8000. Contact: Tomaso Baccigalupo, OX. 7-5364. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	BACCIGALUPO (2 TUDOR CITY PLACE)	HOTEL PIERRE ROOF GARDEN
Tuesday Feb. 17 4:00 P.M. Cocktails	PREVIEW: "CHRISTINA" SUMMER COLLECTION Tina Leser's "Christina" Summer collection, a group of day and late day- time dresses and costumes in new imported Dutch fabrics, cottons and silks. By invitation. <u>Thereafter Feb. 18 at 4:00 P.M.</u> By reservation. Publicity: Maxwell-Gray, 527 Lexington Avenue, PL. 3-5556.	TINA LESER, INC.	550 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday Feb. 17 4:30 P.M.- 7:00 P.M. Cocktails	PREVIEW: SWEATERS AND SEPARATES BY DE GIVENCHY First U.S. preview of Hubert de Givenchy's special Paris collection of sweaters and separates in "Orlon" acrylic fiber, including new textured filament yarn, at continuous showings. By invitation. Press contact: Dorothy Gromann, LO. 3-6400, Ext. 404. <u>Trade showings, Thurs., Feb. 19,</u> <u>4:30 P.M. - 7:00 P.M. Cocktails.</u> By invitation. Trade contact: Jean Lindsay, LO. 3-6400, Ext. 404 or 505.	DU PONT COMPANY	SAVOY-HILTON HOTEL LE CHATEAU - 11TH FLOOR
*****			
* Out of *Date Order *Wednesday *Feb. 18 *2:30 P.M. *****	SUMMER COLLECTION BY PAULINE TRIGERE (Note Change of Date.)- Pauline Trigere's Summer Collection will also be shown Feb. 19 at 2:30 P.M., and Feb. 25 at 10:30 A.M. By invitation and appointment. Contact: Marge Conner, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday Feb. 17- Feb. 18	54TH SEMI-ANNUAL LEATHER SHOW Exhibit hours: <u>Feb. 17: 9:00 A.M. to 7:00 P.M.</u> <u>Feb. 18: 9:00 A.M. to</u> <u>3:00 P.M.</u> Contact: Leif C. Kronen, Tanners' Council, 411 5th, MU. 6-7950.	TANNERS' COUNCIL OF AMERICA, INC.	WALDORF-ASTORIA
Wednesday Feb. 18 11:00 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Mainbocher will present his custom-order collection to the press. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.	MAINBOCHER	6 EAST 57TH STREET SALON
Wednesday Feb. 18 12:00 Noon Luncheon	"THE BUILDING BOOM IN SOVIET RUSSIA" Speaker: Edward D. Stone, designer of the U.S. Pavilion at the Brussels Fair, will describe the Soviet Union public housing program; seven year plan for residential apartments; design for living of new apartments. Prices: \$6.50, members; \$7.50, guests. Contact: Josephine Brush, TE. 8-5133.	NAT'L HOME FASHIONS LEAGUE (767 LEXINGTON)	ROOSEVELT HOTEL BALLROOM
Wednesday Feb. 18 12:15 P.M.	PREVIEW OF SUMMER COLLECTION Presentation of Maria Krum's couture Summer collection to the press and buyers. By invitation. Contact: CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SALON - 2ND FLOOR
Wednesday Feb. 18 2:00 P.M.	SPRING FASHIONS BY LENTZ DIMINUTIVES Open to public. Publicity: MU. 9-7000., Ext. 654.	B. ALTMAN & CO.	3RD FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 18 2:30 P.M.	SHOE STYLE CONFERENCE Conference with editors of "Harper's Bazaar" interpreting trends that will influence Fall and Winter shoe fashions. Guest Speaker: David R. Altman, Altman-Stoller. Admission by ticket. Contact: Edward J. McDonald, MU. 6-7520.	NAT'L SHOE RETAILERS ASS'N. (274 MADISON)	HOTEL PLAZA TERRACE ROOM
Wednesday Feb. 18 4:30 P.M.	PRESS PREVIEW: FASHIONS BY VIRGINIE OF PARIS Preview of Spring fashions by Virginie of Paris exclusive at "Miss Bergdorf" Shop. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	5TH FLOOR "MISS BERGDORF" SHOP
Wednesday Feb. 18 7:30 P.M.	FIRST LECTURE ON INTERIOR SERIES Tom Lee, design consultant, will discuss "New Materials For Interior Design", in the first of a weekly lecture series on architecture and decoration. Open to Public. Contact: Sue Gardner, CH 4-7444.	DESIGN CENTER FOR INTERIORS	415 EAST 53RD STREET AUDITORIUM
Thursday Feb. 19 12:00 Noon Luncheon	COSMETICS & MILLINERY LUNCHEON MEETING "The Big Change"--introducing "The Lunar Look--Heavenly Hats". Guest Speaker: Miriam Gibson French. Commentator: Eugenia Sheppard. Co-Chmn.: Conoldine Burnett and Julia Daly (Millinery); Kathleen Spencer Cory and Florence Goldin (Cosmetics). Prices: \$7.00, members; \$8.00, guests. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday Feb. 19 12:30 P.M. Luncheon	MADE-IN-EUROPE SPRING FASHIONS AT LUNCHEON Showing of Macy's Spring made-in-Europe fashion collection. Press by invitation. Public by reservation: PL. 9-3000, Ext. 176. Macy Publicity: Nancy Ranck, OX. 5-4400, Ext. 2260. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MACY'S NEW YORK	HOTEL PLAZA TERRACE ROOM
Feb. 23	LEGAL HOLIDAY (Monday)--celebrating WASHINGTON'S BIRTHDAY, Sunday, Feb. 22.		
Tuesday Feb. 24 10:00 A.M. Coffee	PREVIEW: SPRING INTO SUMMER SHOE FASHIONS Preview of the Coward Shoe Spring-Summer shoe collection for the family. By invitation. Contact: Paula Miller, LE. 2-0200.	COWARD SHOE, INC.	EMPIRE STATE BUILDING ROOM 218
Tuesday Feb. 24 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Showing of Giulietta di Roma's Spring collection. Press by invitation. Public by reservation: "Andre", TE. 8-8000. Contact: Mme. Giulietta d'Alessandro, TR. 9-2880. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	GIULIETTA DI ROMA (789 MADISON AVENUE)	HOTEL PIERRE ROOF GARDEN
Tuesday Feb. 24 12:30 P.M. Luncheon	COATS & SUITS AT LUNCHEON SHOW Spring coats and suits, available at Lord & Taylor. Press by invitation. Public by reservation: "Headwaiter", EL. 5-3000. Frechtel contact: PE. 6-1310. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	HARRY FRECHTEL (205 WEST 39TH ST.)	WALDORF-ASTORIA PEACOCK ALLEY
Tuesday Feb. 24 4:00 P.M. Champagne	PRESS PREVIEW OF CUSTOM FASHIONS Bob Bugnand will present his Spring-Summer custom order collection of daytime and evening fashions created by him in Paris, and to be produced there. By invitation. Publicity: Kay Inglis-Jones, PL. 9-3000.	BOB BUGNAND, INC. (117½ E. 67TH ST.)	ST. REGIS HOTEL LOUIS XVI SUITE



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Feb. 25 3:00 P.M.	PREVIEW: SPRING-SUMMER FASHIONS Elizabeth Arden Spring-Summer collection. By invitation. Publicity: Alan McGeehan at Rasponi Associates, 667 Madison Avenue, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE 2ND FLOOR
Thursday Feb. 26 4:00 P.M.- 6:00 P.M. Cocktails	SHOWING OF FALL COLORS & FABRICS Larry Gabbe and Sandy Elias of Lawford Fabrics will be present at an informal showing of their Fall colors and fabric originalities. By invitation. Publicity: Gladys Steiner at Lester Harrison Inc., PL. 1-6630.	LAWFORD FABRICS	450 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Friday Feb. 27 11:00 A.M.	PRESS PREVIEW OF SOPHIE CUSTOM-ORDER Sophie, with the assistance of Stephen Erklin, will present her Spring collection. By invitation. Publicity: Grace de Mun, PL. 3-4000.	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
Sunday March 1- March 8	FIFTEENTH ANNUAL ANTIQUES SHOW Exhibit by over 300 antique dealers. Commemorating 350th anniversary of Henry Hudson's discovery of Manhattan Island; 250th anniversary of invention of piano; and special exhibit of pre-Columbian and primitive art. Also, 24 decorated rooms showing many uses of antiques. Hours: Sunday, 1:00-7:00 P.M.; daily, 1:00-11:00 P.M. Admission: \$1.55, including tax. Publicity: Milton Rubin Associates, 1270 Sixth Avenue, CI. 6-3358.	LEADER ENTERPRISES INC. (97 DUANE STREET)	MADISON SQUARE GARDEN 8TH AVE. & 49TH STREET
Monday March 2 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORT COLLECTION Macy's will present their import collection to the press. By invitation. Publicity: Nancy Ranck, OX. 5-4400, Ext. 2260.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Monday March 2 4:00 P.M. Cocktails	PARIS REPORT FOR THE PRESS The American Rayon Institute presents its Paris report to the press. By invitation. Additional showings: <u>March 3</u> at 2:30 P.M.; <u>March 4</u> at 10:30 A.M. and 2:30 P.M.; <u>March 5</u> at 2:30 P.M. Publicity: Ruth Hammer Assoc., EL. 5-7872.	AMERICAN RAYON INSTITUTE	EMPIRE STATE BUILDING SHOWROOM - 59TH FLOOR
Tuesday March 3 11:30 A.M.	PRESS PREVIEW: CUSTOM-ORDER FASHIONS Press preview of Bergdorf Goodman's Spring custom-order collection, designed by Leslie Morris. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday March 3 12:00 Noon Luncheon	SPECIAL REPORT ON EUROPEAN COLLECTIONS Report on European collections by Kay Silver, fashion editor, "Mademoiselle", at luncheon. Price: \$6.00 (members); \$7.50 (guests). Contact: WI. 7-0324.	N.Y. FASHION DESIGNERS INC. (1457 BROADWAY)	HOTEL ASTOR CORAL ROOM
Tuesday March 3 12:30 P.M. Luncheon	MATERNITY FASHIONS DURING LUNCHEON Page Boy Maternity Fashions, available at Lord & Taylor. Press by invitation. Public by reservation: "Andre", TE. 8-8000. Page Boy contact: BR. 9-2521. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	PAGE BOY MATERNITY FASHIONS (1407 B'WAY)	HOTEL PIERRE ROOF GARDEN
Thursday March 5 8:30 A.M. Breakfast	PREVIEW OF PARIS COLLECTIONS "Mademoiselle" will preview the Spring Paris collections. For New York buying office executives. By invitation. Contact: Frances Hodges, PL. 9-2080.	MADemoisELLE MAGAZINE (575 MADISON AVENUE)	500 CLUB 500 SEVENTH AVENUE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 5 3:00 P.M.	PRESS PREVIEW: CUSTOM AND IMPORT COLLECTION Showing of the Hattie Carnegie Spring and Summer custom and import collection. By invitation. Publicity: Ruth Smith, PL. 5-2600.	HATTIE CARNEGIE	42 EAST 49TH STREET SALON
Friday March 6 9:00 A.M. And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Spring import collection at breakfast and luncheon with report by Jessica Daves, "Vogue" Magazine. Ready-To-Wear Co-Chmn: Edith Raymond and Babs Simpson. Prices: <u>Breakfast</u> --\$6.00 (members), \$10.00 (guests); <u>Luncheon</u> --\$8.00 (members), \$15.00 (guests). One guest per member. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Saturday March 7- March 14	INTERNATIONAL FLOWER SHOW Forty-second annual flower show, sponsored jointly by the Horticultural Society of N.Y. and the N.Y. Florists' Club, will have as its theme "A Garden Community" and "International Exhibits from Abroad". Tickets: \$2.00 (adults); 90¢ (children). Publicity: Leonard H. Roller at Ruder & Finn, 130 East 59th Street, PL. 9-1800.	HORTICULTURAL SOCIETY; N.Y. FLORISTS' CLUB	NEW YORK COLISEUM COLUMBUS CIRCLE
Tuesday March 10 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Spring import collection by Bergdorf Goodman will be previewed for the press. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	2ND FLOOR
Tuesday March 10 2:30 P.M.	PRESS PREVIEW: CUSTOM- ORDER AND FUR FASHIONS Preview for the press of custom-order Spring fashions designed by Muriel King; furs by Mr. Anthony. By invitation. Contact: Louise Bralow, MU. 9-2933 or PL. 3-7700.	STEIN & BLAINE	13 WEST 57TH STREET 2ND FLOOR
Wednesday March 11 2:00 P.M.- 6:00 P.M.	PANORAMA OF HIGH FASHION HAIR PIECES "Letting Our Hair Down"--press preview of Summer and Fall "wig-waggery". Boutique exhibit, 2:00 - 3:00 P.M. Fashion revue of advance hair style trends, "Hair-do High Jinks", 3:30 - 6:00 P.M., followed by informal supper dancing. By invitation. Publicity: Gertrude L. Rossiter, PL. 9-7200.	JOS. FLEISCHER & CO. (12 WEST 27TH STREET)	NOIA-STEINWAY HALL 113 W. 57 (3RD FLOOR)
Monday March 16 4:00 P.M.- 6:00 P.M.	SPECIAL SHOWING OF INTERNATIONAL FASHIONS "Make it Pay...Make it Gay...With Frivolite"--an inspirational international fashion showing for American designers sponsored by the Pleaters, Stitchers and Embroiderers Ass'n. By invitation. Publicity: Ruth Hammer Associates, 2 West 59th Street, EL. 5-7872.	PLEATERS, STITCHERS EMBROIDERERS, ASSN.	SHERATON-EAST HOTEL BALLROOM
Thursday March 19 11:30 A.M.	SPRING-SUMMER FASHIONS BY TWO DESIGNERS Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S.A. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Thursday March 19 4:00 P.M. Cocktails	FIRST "KALEIDOSCOPE OF FASHION" AWARD First annual "Kaleidoscope of Fashion" Award for the best use of design and color in fabric designs by, Studio K. Showing of fashions in men's, women's and children's wear. By invitation. Contact: Jack Clarke, LO. 4-0036.	STUDIO K (110 WEST 40TH ST.)	HOTEL GOTHAM BALLROOM



# MUSIC...MOVIES...THEATRE

- Thursday  
Feb. 12 PREMIERE: "THE BLACK ORCHID" (Movie) PLAZA THEATRE, 42 EAST 58TH STREET  
Sophia Loren and Anthony Quinn will co-star, with Mark Richman and intro-  
ducing Ina Balin, in the Paramount presentation in VistaVision. Producers:  
Carlo Ponti and Marcello Girosi. Director: Martin Ritt. Publicity: Bert  
Champion, BR. 9-8700.
- Monday  
Feb. 16 SEVENTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39TH ST.  
Mon., Feb. 16: Strauss' FLEDERMAUS. Tues., Feb. 17: Verdi's LA TRAVIATA.  
Wed., Feb. 18: Verdi's RIGOLETTO. Thurs., Feb. 19: Donizetti's LUCIA DI  
LAMERMOOR. Fri., Feb. 20: Verdi's AIDA. Sat., Mat., Feb. 21: Verdi's  
MACBETH. Sat. Eve., Feb. 21: Wagner's DIE MEISTERSINGER VON NURENBERG  
Publicity: Francis Robinson, PE. 6-1200.
- Monday  
Feb. 16- OPENING: "LES BALLETS AFRICAINS" MARTIN BECK THEATRE, 302 WEST 45TH ST.  
Feb. 28 Luben Vichey will present de Keita Fodeba's dancers, singers and musicians  
of Guinea, Dakar, Senegal and Koma. Publicity: William Doll & Sam  
Friedman, CI. 5-3540.
- Monday  
Feb. 16 OPENING: "A MAJORITY OF ONE" SHUBERT THEATRE, 225 WEST 44TH STREET  
The Theatre Guild and Dore Schary will present Gertrude Berg and Cedric  
Hardwicke starring in a comedy about a romance between a Japanese gentle-  
man and a middle-aged Jewish woman. Director: Dore Schary. Sets:  
Donald Oenslager. Costumes: Motley. Publicity: Dorfman Associates, LO 3-0858
- Wednesday  
Feb. 18 PREMIERE: "SLEEPING BEAUTY" (Movie) CRITERION THEATRE, B'WAY & 45TH ST.  
Presented and directed by Walt Disney, the full length animated cartoon  
film in Technirama 70 process, Technicolor and full Stereophonic sound.  
Publicity: Charles Levy, PL. 9-3880.
- Tuesday  
Feb. 24 OPENING: "BEAUX STRATAGEM" PHOENIX THEATRE, 2ND AVENUE & 12TH STREET  
A revival of the George Farquhar comedy, co-starring June Havoc and Fritz  
Weaver with the Phoenix Acting Company, presented by T. Edward Hambleton  
and Norris Houghton. Director: Stuart Vaughn. Sets and Costumes: Will  
Steven Armstrong. Publicity: Ben Kornzweig, JU. 2-2490.
- Tuesday  
March 3 OPENING: "LOOK AFTER LULU" HENRY MILLER THEATRE, 124 WEST 43RD STREET  
Noel Coward's adaptation of Georges Feydeau's comedy "Occupe-toi  
d'Amelie", (Take Care Of Emily), starring Roddy McDowall, Tammy  
George Baker, presented by Playwrights Co., Charles Russell, Lance  
Hamilton and Gilbert Miller. Director: Cyril Ritchard. Sets and  
Costumes: Cecil Beaton. Publicity: William Fields, PL. 3-7500.
- Thursday  
March 5 OPENING: "JUNO" WINTER GARDEN, B'WAY & 50TH STREET  
Co-starring Shirley Booth and Melvyn Douglas with Jack MacGowan, the  
Playwrights Co., Oliver Rea and Oliver Smith will present the musical  
version of Sean O'Casey's play "Juno and the Paycock".  
Costumes: Irene Sharaff. Publicity: William Fields,  
PL. 3-7500.
- Tuesday  
March 10 OPENING: "SWEET BIRD OF YOUTH" MARTIN BECK THEATRE, 302 WEST 45TH STREET  
Tennessee Williams' new drama, starring Paul Newman, Geraldine Page and  
Sidney Blackmer with Rip Torn and Diana Hyland, presented by Cheryl  
Crawford. Director: Elia Kazan. Sets and Lighting: Jo Mielziner.  
Costumes: Anna Hill Johnstone. Geraldine Page's Costumes: Theoni  
Vachlioti Aldredgo. Publicity: Jacobson-Harmon, CH. 4-1482.